

# **Louisiana Seafood Promotion and Marketing Board**

## **Meeting Minutes**

December 11, 2013

1:00 p.m.

Louisiana Seafood Promotion and Marketing Board  
702 N. River Rd., Capitol Park Welcome Center, Baton Rouge

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The meeting was called to order at 1:06 p.m. The roll was called and a quorum was present:

<b>Board Member</b>	<b>Present</b>	<b>Absent</b>
Chef John Folse, Chairman	X	
Larry Avery	X	
Sherbin Collette	X	
Lt. Gov. Jay Dardenne	X	
Byron Despaux		X
Alan Gibson	X	
David Maginnis	X	
Frank Randol	X	
Chef Peter Sclafani	X	
Tommy Stoddard		X
Sal Sunseri	X	
Pete Tortorich	X	
Sarah Voisin	X	
Keith Watts	X	

### Staff:

Karen Profita, Executive Director  
Kristin McLaren, Assistant Director  
Krystal Cox, Administrative Assistant

### Guests:

Randy Davis, DCRT	Jon Bell, LSU Ag Center
Cathy Berry, DCRT	Julie Falgout, LSU Sea Grant
Jacques Berry, DCRT	John Fallon, Audubon Nature Institute
Ashley Herrick, DCRT	Geoffrey Steward, ULL
Michaela York, John Folse and Company	Chalin Delaune, Tommy's Seafood
Randy Pausina, LDWF	Kathy Randol, Randol's Restaurant
Teri Larose, LDWF	Michael Ketchum, New Orleans Fish House
Cole Garrett, LDWF	Julianna Mullin, G.U.L.F.
Dru Winters, LDWF	Ashford Rosenberg, G.U.L.F.
Jason Froeba, LDWF	Scott Couvillion, Trumpet
Donovan Burke, LDWF	Jason Hebert, Share the Gulf
Harlon Pearce, Harlon's LA Fish	Rachel Sweeney, NOAA

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Jim Lindley, US Dept. of Commerce  
Don van de Werken, US Dept. of Commerce

Jerry Hingle, SUSTA

Chairman John Folse introduced new LSPMB Executive Director Karen Profita.

Frank Randol moved to adopt the agenda, seconded by Sherbin Collette. There being no discussion or public comment, the motion carried unanimously:

<b>Board Member</b>	<b>Yay</b>	<b>Nay</b>	<b>Abstain</b>
Chef John Folse, Chairman	X		
Larry Avery	X		
Sherbin Collette	X		
Alan Gibson	X		
David Maginnis	X		
Frank Randol	X		
Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

Mr. Chairman called on Lieutenant Governor Jay Dardenne to make his opening remarks. Lt. Governor Dardenne welcomed Ms. Profita and thanked the outgoing Board members for their service. He said he will be making four appointments before the end of the year to replace those Board members whose appointments would expire on December 31.

Sarah Voisin asked if any of the outgoing Board members could be reappointed to their positions. Lt. Governor Dardenne answered that he could reappoint some of the members whose seats did not require rotation.

Mr. Chairman reminded the Board that officer elections, which have traditionally been held at the December meeting, would now be held during the first meeting of the third quarter of the fiscal year in accordance with Act 228 of the 2013 Legislative Session.

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Peter Sclafani moved to approve the minutes from the October 24, 2013 regular meeting, seconded by Larry Avery. There being no discussion or public comment, the motion carried unanimously.

Mr. Chairman said that he would address item #8 on the agenda first. There being no objections raised, Randy Pausina made a presentation on coordination of Seafood Programs between the LSPMB and the Louisiana Department of Wildlife and Fisheries. Mr. Chairman advised Mr. Pausina the Board has a process in place for coordination of these types of efforts and to first work with staff. Mr. Chairman also noted the Board has spent \$1.2 million to market and promote LDWF's Certification Program, which currently includes 48 retail/grocers, 3 restaurants and 75 "industry" according to Mr. Pausina.

Mr. Chairman recognized Harlon Pearce who provided public comment regarding the training component of the shared programs. Mr. Pearce stated it was a worthwhile program and essential for ensuring the continuation of the Louisiana Seafood industry.

Randy Davis presented the Treasurer's Report. The cash balance of BP funds is \$11.8 million with \$5.4 million encumbered for FY 2014. LSPMB started the fiscal year with \$158 thousand and have collected \$648 thousand to date. Year-to-date expenditures total \$531 thousand.

Alan Gibson made a motion to adopt the Treasurer's Report, seconded by Sal Sunseri. There being no discussion or public comment, the motion carried unanimously:

<b>Board Member</b>	<b>Yay</b>	<b>Nay</b>	<b>Abstain</b>
Chef John Folse, Chairman	X		
Larry Avery	X		
Sherbin Collette	X		
Alan Gibson	X		
David Maginnis	X		
Frank Randol	X		
Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
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Mr. Chairman called on Frank Randol to present the Legislative Committee Report. Mr. Randol said the committee expanded to include Peter Sclafani and David Maginnis. Mr. Maginnis spoke about the Red Snapper Resolution the committee adopted. The resolution supports retaining the status quo with regards to current allocations for red snapper. Currently, commercial fishermen are allowed 51% of the available red snapper stock while recreational fishermen are allowed 49%. Mr. Maginnis added that in the future, the ideal solution would be for both commercial and recreational fishermen to work together to ask the federal government to increase the quota for both.

Mr. Chairman opened the discussion to the public and recognized Harlon Pearce to address the Board. Mr. Pearce, who had attended the Legislative Committee meeting on December 2<sup>nd</sup> as a representative of the Gulf of Mexico Fishery Management Council, said he agreed that the current allocation should remain the same and that giving recreational fisherman a larger percentage of the stock would not be beneficial to them but would negatively impact commercial fishing.

Mr. Randol continued giving a summary of the December 2<sup>nd</sup> Legislative Committee meeting during which members agreed the Board should have representation at both the Gulf of Mexico Fishery Management Council meetings and at the Gulf Oyster Industry Council's Annual Walk the Hill event. Both Mr. Maginnis and Sarah Voisin also spoke about these issues. Mr. Maginnis said that he noticed the lack of board representation at a recent meeting in Belle Chasse on yellowfin tuna. He said that as the largest producer of yellowfin tuna in North America, Louisiana should have been present at this meeting.

Ms. Voisin asked the Board to consider sending her to represent the Board during Walk the Hill because she has the most experience and wants to continue her late husband's work on behalf of the Louisiana and Gulf Oyster industry. Mr. Randol added that the approximate cost of sending Ms. Voisin to Walk the Hill would be \$2,000 and said the committee asked staff to provide the white paper for this event. Discussion followed this request.

Byron Despau joined the meeting at 2:05 p.m.

Chef Sclafani moved to adopt the LSPMB Legislative Committee's Resolution on Reef Fish Amendment No. 28 which requests the Gulf of Fisheries Management Council retains 51% of the available stock of red snapper be allocated to commercial fishermen and 49% to

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recreational fishermen, seconded by Sherbin Collette. There being no discussion or public comment, the motion carried unanimously:

<b>Board Member</b>	<b>Yay</b>	<b>Nay</b>	<b>Abstain</b>
Chef John Folse, Chairman	X		
Larry Avery	X		
Sherbin Collette	X		
Byron Despaux	X		
Alan Gibson	X		
David Maginnis	X		
Frank Randol	X		
Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

Sal Sunseri moved the LSPMB send a board member representing the Louisiana oyster industry to Walk the Hill with the Gulf Oyster Industry Council annually, seconded by Sarah Voisin. After discussion, Frank Randol made a substitute motion the LSPMB allocate \$2,000 from its budget to send Sarah Voisin to the Gulf Oyster Industry Council's "Walk the Hill" event in 2014, seconded by Pete Tortorich. Sal Sunseri withdrew his motion. There being no discussion or public comment, the substitute motion carried unanimously:

<b>Board Member</b>	<b>Yay</b>	<b>Nay</b>	<b>Abstain</b>
Chef John Folse, Chairman	X		
Larry Avery	X		
Sherbin Collette	X		
Byron Despaux	X		
Alan Gibson	X		
David Maginnis	X		
Frank Randol	X		
Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

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Frank Randol moved to allocate up to \$1,000 to send a board member to the February 2014 Gulf Fisheries Management Council Meeting in Houston, seconded by Sarah Voisin. After much discussion, Mr. Randol withdrew his original motion and made a substitute motion to send an LSPMB representative (staff or board member appointed by the chairman) to attend all Gulf of Mexico Fisheries Management Council meetings, seconded by David Maginnis. There being no discussion or public comment, the substitute motion carried unanimously:

<b>Board Member</b>	<b>Yay</b>	<b>Nay</b>	<b>Abstain</b>
Chef John Folse, Chairman	X		
Larry Avery	X		
Sherbin Collette	X		
Byron Despaux	X		
Alan Gibson	X		
David Maginnis	X		
Frank Randol	X		
Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

Peter Sclafani moved to adopt the LSPMB Legislative Committee's Report, seconded by Sal Sunseri. There being no discussion or public comment, the motion carried unanimously:

<b>Board Member</b>	<b>Yay</b>	<b>Nay</b>	<b>Abstain</b>
Chef John Folse, Chairman	X		
Larry Avery	X		
Sherbin Collette	X		
Byron Despaux	X		
Alan Gibson	X		
David Maginnis	X		
Frank Randol	X		
Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
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Mr. Chairman called on Karen Profita to present the Executive Director's Report.

Keith Watts moved to allocate up to \$15,000 (from the \$500,000 Deepwater Horizon Seafood Promotion Grant) to cover travel expenses associated with sending Karen Profita, Kristin McLaren, Chef Cody Carroll, Chef Monica Larousse, Dr. Jon Bell, Julie Falgout and Mark Schexnayder to represent Louisiana Seafood at the 2014 Seafood Expo North America (formerly the Boston Seafood Show), seconded by Sherbin Collette. There being no discussion or public comment, the motion carried unanimously:

<b>Board Member</b>	<b>Yay</b>	<b>Nay</b>	<b>Abstain</b>
Chef John Folse, Chairman	X		
Larry Avery	X		
Sherbin Collette	X		
Byron Despaux	X		
Alan Gibson	X		
David Maginnis	X		
Frank Randol	X		
Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

Ms. Profita continued with the Executive Director's Report, speaking about the approved trade program, which will focus primarily on out-of-state markets.

Alan Gibson raised an issue with Wal-Mart in Houma in which the retailer inadvertently placed imported seafood in a freezer display case alongside Louisiana Seafood which had the certified Louisiana Seafood logo affixed to the door. He indicated this issue should be addressed with Wal-Mart's corporate headquarters. Mr. Chairman recognized Julie Falgout for public comment. Ms. Falgout recommended contacting the Department of Agriculture for help in working with Wal-Mart and Sam's Clubs corporate offices. Discussion continued on how LSPMB retail point-of-sale materials could be better monitored to ensure they are being used in the most effective manner. Suggestions included distributing them directly to wholesalers who could then further distribute them to retailers who carry their products and requiring recipients of the materials to communicate about their use via social media.

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Ms. Profita discussed export initiatives and recommended a goal to raise Louisiana seafood exports from less than 1% (current) to 5% in 5 years.

Mr. Chairman recognized Don van der Werken and Jim Lindley from the U.S. Department of Commerce and Jerry Hingle, Executive Director of the Southern U.S. Trade Association, to present on how their organizations can assist the LSPMB with its export initiative.

Alan Gibson moved to accept LSPMB Executive Director Karen Profita's goal to increase Louisiana Seafood exports from 1% to 5% over a five-year period, seconded by Pete Tortorich. There being no discussion or public comment, the motion carried unanimously:

<b>Board Member</b>	<b>Yay</b>	<b>Nay</b>	<b>Abstain</b>
Chef John Folse, Chairman	X		
Larry Avery	X		
Sherbin Collette	X		
Byron Despaux	X		
Alan Gibson	X		
David Maginnis	X		
Frank Randol	X		
Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

Ms. McLaren reminded the Board that all members had to complete their ethics training by December 31, 2013 and submit a Tier 2.1 Personal Financial Disclosure Forms by May 13, 2014.

Karen Profita continued with the Executive Director's Report, stating that staff would be working with Trumpet on the current marketing plan. Ms. Profita introduced Scott Couvillion from Trumpet to the Board. Mr. Couvillion spoke about the company's previous work with the Louisiana Office of Tourism and their approach to marketing.

Mr. Randol asked whether Trumpet had gone through the RFP process, if they have a contract with the Board or a contract pending and when the Board could expect metrics. Mr. Couvillion said that they had not gone through the RFP process because they had an existing contract with

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DCRT and would just be fulfilling the Board's immediate needs until a more solid plan could be set in place. Mr. Randol asked if the Board has a contract or a pending contract to which Ms. Profita responded there is no contract and explained the staff is planning to meet with Trumpet next week to discuss their plan for the LSPMB including how performance will be measured. Sarah Voisin asked for a clarification on how Trumpet came to be involved with LSPMB because she was under the impression CRT staff would be fulfilling the Board's immediate marketing needs. The Lt. Governor said that CRT does not have staff that can do what an advertising company can do. Randy Davis added that after going through a stringent RFP process, Trumpet was awarded a contract with CRT to perform marketing services for the Office of Tourism and because that contract already exists, Trumpet can and has agreed to assume the roles left by the previous marketing agencies who are no longer working with LSPMB. The LSPMB can go through the RFP process to hire its own marketing agency. Graham Group and the Food Group cannot immediately work with LSPMB because their contracts were not directly with the Board, but with GCR and Associates, whose contract was terminated.

Alan Gibson moved to adopt the Executive Director's Report, seconded by Sal Sunseri. There being no discussion or public comment, the motion carried unanimously:

<b>Board Member</b>	<b>Yay</b>	<b>Nay</b>	<b>Abstain</b>
Chef John Folse, Chairman	X		
Larry Avery	X		
Sherbin Collette	X		
Byron Despaux	X		
Alan Gibson	X		
David Maginnis	X		
Frank Randol	X		
Peter Sclafani	X		
Sal Sunseri	X		
Pete Tortorich	X		
Sarah Voisin	X		
Keith Watts	X		

Mr. Chairman called on Kristin McLaren to update the Board on staff recommendations relative to the University of Louisiana Lafayette's proposal discussed at the previous Board meeting. Ms. McLaren said staff's recommendation is to not fund this project at present, but rather, have ULL continue to work with staff to make the program more closely match the Board's marketing

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objectives which would also enable the Board to budget for the expenditure in the next fiscal year. At present, the requested funding level is not included in LSPMB's budget. Sal Sunseri asked why staff recommended not funding the program at this time. Ms. McLaren said staff wanted to make sure the program met the requirements of the BP MOU since no other funding source is available at present. Ms. Profita added that the current proposal does not provide maximum benefit to LSPMB. Mr. Randol said that he had seen the ULL proposal and thought it had merit. After further discussion, Mr. Randol moved to commit \$100,000 (part 1 of a 3-year sponsorship totaling \$250,000) to sponsor the University of Louisiana Lafayette's seafood business program, seconded by Sarah Voisin.

Mr. Chairman called for discussion. Dr. Geoffrey Stewart provided public comment to clarify the details of the current proposal. The original proposal asked for an initial investment of \$150,000 to upgrade a kitchen lab. After considering LSPMB staff recommendations, the current proposal allocates \$100,000 to the upgrade while the remaining \$50,000 would be used to develop an online certification program for people working in the food industry. Continued funding for the program would be used to develop a seafood business course that would integrate LSPMB messaging.

After continued discussion, Mr. Randol withdrew his motion on the condition that the Board reconsiders sponsoring the program after it is further developed.

Chalin Delaune, a Crab Task Force representative, from Tommy's Seafood addressed Mr. Stewart directly asking why there was a need for kitchen improvements if the students who would be taking the proposed seafood business course were business students rather than culinary students. Mr. Stewart said that ULL's belief is that if one is going to sell seafood, one should know how seafood is used and prepared.

Mr. Chairman called on Julianna Mullen from Audubon Nature Institute to provide a presentation on Gulf United for Lasting Fisheries (G.U.L.F.). She said the group's goal is to work with LSPMB to incorporate sustainability into its marketing.

In response to a question by Mr. Chairman, Ms. Mullen said that G.U.L.F. does currently have fisheries in its program and that Louisiana Blue Crab may be certified by April of 2014 while Louisiana Oyster certification may occur in November, 2014.

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Mr. Chairman asked the Board to consider the proposed meeting schedule for next year included on the agenda and plan accordingly. He also reminded everyone that officer elections would be held at the meeting scheduled for February 12, 2014.

Mr. Chairman asked for public comment. There being none, Mr. Gibson said that Bruce Schactler and Kevin Adams, both of the Alaska Seafood Marketing Institute, would like to attend the next meeting.

Mr. Chairman announced earlier this year Kristin McLaren worked with the producers of Swamp Pawn, who filmed an episode in which LSPMB participated in. That episode aired on December 7<sup>th</sup> and is available online. Mr. Chairman further expressed the show has good ratings and was very well done. He has personally appeared in three episodes, and believes this was great exposure for LSPMB.

Lt. Governor Dardenne and Mr. Chairman thanked Mayor Collette, Mr. Watts and Mr. Randol for their service on the Board during the past year. He reminded the Board that these particular positions are up for reappointment and since it is mandated these seats must be rotated after one year of service, Mayor Collette and Mr. Randol are ineligible to return in 2014. He said that Chef Folse's and Mr. Watts's positions on the Board are also up for reappointment but can be refilled by the same members. He added that Chef Folse and Mr. Watts will be considered for next year. Mr. Gibson thanked Chef Folse for his service as LSPMB Chairman during the year. The Board thanked Kristin for her work with the Board.

Frank Randol moved to adjourn the meeting, seconded by Sherbin Collette. The motion was adopted unanimously and the meeting adjourned at 4:38 p.m.

Respectfully submitted,  
Krystal Cox  
Administrative Assistant